

# CONTRACT



**WREG-TV**  
**803 Channel 3 Drive**  
**Memphis, TN 38103**  
**(901)543-2333**

www.wreg.com

And:

**Strategic Media Placement**  
**Attention: Whitney Eversole**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 586687 /		<u>Alt Order #</u> 07915427
<u>Product</u> <b>PHILLIPS/MS COURT</b>		
<u>Contract Dates</u> <b>10/28/12 - 11/06/12</b>	<u>Estimate #</u> <b>3099</b>	
<u>Advertiser</u> <b>Phillips,F/MS Sup Court</b>		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WREG</b>	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	METRC	10/29/12	11/02/12	WREG-TV News 3 Daybreak 6-7am			:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$350.00			
2	METRC	11/04/12	11/04/12	WREG-TV News 3 Daybreak 6-8am			:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$350.00			
3	METRC	11/05/12	11/06/12	WREG-TV News 3 Daybreak 6-7am			:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$350.00			
4	METRC	10/29/12	11/02/12	CBS This Morning	7-9am		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$150.00			
5	METRC	11/04/12	11/04/12	Morning News M-F/SA-SU	7a-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$150.00			
6	METRC	11/05/12	11/06/12	CBS This Morning	7-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$150.00			
7	METRC	10/28/12	10/28/12	WREG-TV News 3 @ 5pm (\$5-6pm			:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$300.00			
8	METRC	11/03/12	11/03/12	WREG-TV News 3 @ 6pm (\$6-6:30pm			:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$300.00			
9	METRC	11/03/12	11/03/12	Informed Sources	630-7pm (Sa)		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$200.00			
10	METRC	10/29/12	11/04/12	Late News (M-Su)	10-10:35pm		:30			NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF-S				6	\$600.00			
11	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$600.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
586687 /	07915427

Contract Dates	Product	Estimate #
10/28/12 - 11/06/12	PHILLIPS/MS COURT	3099

Advertiser	Original Date / Revision
Phillips,F/MS Sup Court	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals		
											Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
12	METRC	11/03/12	11/03/12	News Channel 3 Daybreak	6-9am		:30			NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$200.00				
13	METRC	10/28/12	10/28/12	WREG-YV News 3 Daybreak	6-8am		:30			NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$200.00				
14	METRC	10/28/12	10/28/12	CBS Sunday Morning	8-9:30am		:30			NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$350.00				
E 15	METRC	10/31/12	10/31/12	WREG-TV News 3 @ 530pm News at 530pm (M			:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--W----				1	\$1,500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	METRC	10/29/12-11/04/12	WREG-TV News 3 @ 530pm News at 530pm (M		--W----	:30		<del>\$1,500.00</del>	NM			
E 16	METRC	10/29/12	11/04/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30			NM	4	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	M-WTF-S				5	\$450.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	5	METRC	10/29/12-11/04/12	WREG-TV News 3 @ 6pm	6-6:30pm	M-WThF--Su	:30		<del>\$450.00</del>	NM			
17	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30			NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$450.00				
18	METRC	11/03/12	11/03/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$400.00				
19	METRC	10/28/12	10/28/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$500.00				
20	METRC	10/29/12	11/02/12	M-F 4a-5a	4a-5a		:30			NM	1	\$30.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	MTWTF--				1	\$30.00				
21	METRC	11/04/12	11/04/12	NFL Today	11a-12p		:30			NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$750.00				
22	METRC	10/29/12	11/02/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30			NM	5	\$1,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	MTWTF--				5	\$350.00				
23	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30			NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$350.00				
24	METRC	11/03/12	11/03/12	NCAA Football	2p-6p		:30			NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$2,000.00				
25	METRC	11/04/12	11/04/12	NFL Football (late)	3-6pm		:30			NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00				
N 26	METRC	11/01/12	11/01/12	Thursday Prime	8-9pm		:30			NM	1	\$1,075.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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<u>Contract Dates</u> 10/28/12 - 11/06/12	<u>Product</u> PHILLIPS/MS COURT	<u>Estimate #</u> 3099
<u>Advertiser</u> Phillips,F/MS Sup Court		<u>Original Date / Revision</u> 10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,075.00			
N 27	METRC	11/01/12	11/01/12	Thursday Prime	9-10pm		:30			NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,075.00			
Totals											48	\$22,430.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	4	\$1,350.00	\$1,147.50
10/29/12 - 11/06/12	44	\$21,080.00	\$17,918.00
<b>Totals</b>	<b>48</b>	<b>\$22,430.00</b>	<b>\$19,065.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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